

ORDER

Orders
Order / Rev: 1288497
Alt Order #: 08348762
Product Desc: FRIENDS JOHN PLUMB
Estimate: 4874
Flight Dates: 09/13/16 - 09/19/16
Original Date / Rev: 08/19/16 / 09/08/16
Order Type: Political

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency Name: Buying Time, LLC/ POL
Buying Contact:
Billing Contact:
 650 Massachusetts Ave. N.W. , Suite 21
 Washington, DC 20001

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: John Plumb for Congress / D / NY / PC
Demographic: A35+
Product Codes: PL-US House Representative
Priority: P04-GB
Revenue Codes: AGY, (POL) Political, (POL) Candidate

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID: 107083
Agency External ID: 2118AG-POL
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/29/16	09/19/16	56	\$21,830.00	\$18,555.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2016	56	\$21,830.00	\$18,555.50	0.00
Totals	56	\$21,830.00	\$18,555.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WGRZ	40%	\$21,830.00
Market	100%	\$54,575.00

Competitive Share

	Share	Total
CABL	0%	\$0.00
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WIVB	35%	\$19,101.25
WKBW	18%	\$9,823.50
WNED	0%	\$0.00
WNEQ	0%	\$0.00
WNGS	0%	\$0.00
WNLO	2%	\$1,091.50
WNYB	0%	\$0.00
WNYO	1%	\$545.75
WUTV	4%	\$2,183.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WGRZ	09/16/16	09/16/16	Today Show 3	CM	10-11a	----F--	:30	1	\$100.00	P04-C	0.00	NM	1	\$100.00
TODAY SHOW III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/12/16	09/18/16	----F--			1			\$100.00		0.00			
E 2	WGRZ	09/16/16	09/16/16		CM	11-1130a	----F--	:30	1	\$130.00	P03-F	0.00	NM	1	\$130.00

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WGRZ

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Local News @ 11a M-F															
Local News @ 11a M-F															
CHANNEL 2 NEWS MIDDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/12/16		09/12/16	09/18/16	----F--					1	\$130.00		0.00			
E 4	WGRZ	09/16/16	09/16/16	Local News @ 5p M-F	CM	5-530p	----F--	:30	1	\$630.00	P03-F	0.00	NM	1	\$630.00
Local News @ 5p M-F															
CHANNEL 2 NEWS FIRST AT 5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/12/16		09/12/16	09/18/16	----F--					1	\$630.00		0.00			
E 5	WGRZ	09/16/16	09/16/16	Local News @ 5a M-F	CM	5-6a	----F--	:30	1	\$140.00	P03-F	0.00	NM	1	\$140.00
Local News @ 5a M-F															
EARLY DAYBREAK															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/12/16		09/12/16	09/18/16	----F--					1	\$140.00		0.00			
E 6	WGRZ	09/16/16	09/16/16	Local News @ 530p M-F	CM	530-6p	----F--	:30	1	\$630.00	P03-F	0.00	NM	1	\$630.00
Local News @ 530p M-F															
CHANNEL 2 NEWS AT 530															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/12/16		09/12/16	09/18/16	----F--					1	\$630.00		0.00			
E 7	WGRZ	09/16/16	09/16/16	Local News @ 6p M-F	CM	6-630p	----F--	:30	1	\$975.00	P02-F	0.00	NM	1	\$975.00
Local News @ 6p M-F (6:00 PM-6:30 PM)															
CHANNEL 2 NEWS AT 6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/12/16		09/12/16	09/18/16	----F--					1	\$975.00		0.00			
E 10	WGRZ	09/16/16	09/16/16	Today Show	CM	Today Show	----F--	:30	2	\$395.00	P03-F	0.00	NM	2	\$790.00
Today Show															
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/12/16		09/12/16	09/18/16	----F--					2	\$395.00		0.00			
E 11	WGRZ	09/16/16	09/16/16	Today Show 2	CM	9-10a	----F--	:30	1	\$160.00	P04-C	0.00	NM	1	\$160.00
Today Show 2															
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/12/16		09/12/16	09/18/16	----F--					1	\$160.00		0.00			
E 12	WGRZ	09/19/16	09/19/16	Today Show 3	CM	10-11a	M-----	:30	1	\$100.00	P04-C	0.00	NM	1	\$100.00
Today Show 3															
TODAY SHOW III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/19/16		09/19/16	09/25/16	M-----					1	\$100.00		0.00			
E 13	WGRZ	09/19/16	09/19/16	Local News @ 11a M-F	CM	11-1130a	M-----	:30	1	\$130.00	P03-F	0.00	NM	1	\$130.00
Local News @ 11a M-F															
CHANNEL 2 NEWS MIDDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/19/16		09/19/16	09/25/16	M-----					1	\$130.00		0.00			
E 14	WGRZ	09/19/16	09/19/16	LN (M-Su)	CM	11-1135PM-F&SU	M-----	:30	1	\$505.00	P03-F	0.00	NM	1	\$505.00
Late News															
LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/19/16		09/19/16	09/25/16	M-----					1	\$505.00		0.00			
E 16	WGRZ	09/19/16	09/19/16	Local News @ 5p M-F	CM	5-530p	M-----	:30	1	\$630.00	P03-F	0.00	NM	1	\$630.00
Local News @ 5p M-F															
CHANNEL 2 NEWS FIRST AT 5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/19/16		09/19/16	09/25/16	M-----					1	\$630.00		0.00			
E 17	WGRZ	09/19/16	09/19/16	Local News @ 5a M-F	CM	5-6a	M-----	:30	1	\$140.00	P03-F	0.00	NM	1	\$140.00
Local News @ 5a M-F															
EARLY DAYBREAK															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/19/16		09/19/16	09/25/16	M-----					1	\$140.00		0.00			
E 18	WGRZ	09/19/16	09/19/16		CM	530-6p	M-----	:30	1	\$630.00	P03-F	0.00	NM	1	\$630.00

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WGRZ

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Local News @ 530p M-F Local News @ 530p M-F CHANNEL 2 NEWS AT 530															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/19/16		09/19/16	09/25/16	M-----					1	\$630.00		0.00			
E 21	WGRZ	09/19/16	09/19/16	NBC Nightly News	CM	630-7p	M-----	:30	1	\$975.00	P02-F	0.00	NM	1	\$975.00
NBC Nightly News NBC NIGHTLY NEWS (LIMITED AVAILS)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/19/16		09/19/16	09/25/16	M-----					1	\$975.00		0.00			
E 23	WGRZ	09/19/16	09/19/16	Today Show	CM	Today Show	M-----	:30	2	\$395.00	P03-F	0.00	NM	2	\$790.00
Today Show TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/19/16		09/19/16	09/25/16	M-----					2	\$395.00		0.00			
E 25	WGRZ	09/19/16	09/19/16	Today Show 2	CM	9-10a (9:00 AM-10:00 AM)	M-----	:30	1	\$160.00	P04-C	0.00	NM	1	\$160.00
Today Show 2 TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/19/16		09/19/16	09/25/16	M-----					1	\$160.00		0.00			
E 26	WGRZ	09/17/16	09/17/16	Local News @ 6p Sa	CM	6-630p (6:00 PM-6:30 PM)	-----S-	:30	1	\$340.00	P04-C	0.00	NM	1	\$340.00
Local News @ 6p Sa CHANNEL 2 NEWS SATURDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/12/16		09/12/16	09/18/16	-----S-					1	\$340.00		0.00			
E 27	WGRZ	09/17/16	09/17/16	Today Show Sa	CM	7a-9a	-----S-	:30	1	\$370.00	P02-F	0.00	NM	1	\$370.00
NBC Today Show (Sa) SATURDAY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/12/16		09/12/16	09/18/16	-----S-					1	\$370.00		0.00			
E 28	WGRZ	09/17/16	09/17/16	Sat Prime Other	CM	8p-11p (8:00 PM-10:00 PM)	-----S-	:30	1	\$270.00	P04-C	0.00	NM	1	\$270.00
Sat Prime Special DATELINE SATURDAY MYSTERY/VARIOUS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/12/16		09/12/16	09/18/16	-----S-					1	\$270.00		0.00			
E 29	WGRZ	09/17/16	09/17/16	Local News @ 9a Sa	CM	Sat Daybreak 9a-11a (9:00 AM-10:00 AM)	-----S-	:30	1	\$360.00	P02-F	0.00	NM	1	\$360.00
Daybreak Saturday DAYBREAK SATURDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/12/16		09/12/16	09/18/16	-----S-					1	\$360.00		0.00			
E 30	WGRZ	09/18/16	09/18/16	LN (M-Su)	CM	11-1135PM-F&SU	-----S	:30	1	\$505.00	P03-F	0.00	NM	1	\$505.00
Late News LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/12/16		09/12/16	09/18/16	-----S					1	\$505.00		0.00			
E 31	WGRZ	09/18/16	09/18/16	Local News @ 6p Su	CM	6-630p (6:00 PM-6:30 PM)	-----S	:30	1	\$340.00	P04-C	0.00	NM	1	\$340.00
Local News @ 6p Su CHANNEL 2 NEWS SUNDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/12/16		09/12/16	09/18/16	-----S					1	\$340.00		0.00			
E 32	WGRZ	09/18/16	09/18/16	Local News @ 630a Su	CM	630-7a	-----S	:30	1	\$135.00	P04-C	0.00	NM	1	\$135.00
Local News @ 630a Su EARLY DAYBREAK SUNDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/12/16		09/12/16	09/18/16	-----S					1	\$135.00		0.00			
E 33	WGRZ	09/18/16	09/18/16	Local News @ 7a Su	CM	7-8a (7:00 AM-8:00 AM)	-----S	:30	1	\$225.00	P04-C	0.00	NM	1	\$225.00
Local News @ 7a Su DAYBREAK SUNDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/12/16		09/12/16	09/18/16	-----S					1	\$225.00		0.00			
E 34	WGRZ	09/18/16	09/18/16		CM	8a-9a	-----S	:30	1	\$125.00	P04-C	0.00	NM	1	\$125.00

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 Estimate: 4874

WGRZ

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 51	WGRZ	09/13/16	09/13/16	Local News @ 5p M-F Local News @ 5p M-F	CM	5-530p	-T-----	:30	1	\$630.00	P03-F	0.00	NM	1	\$630.00
CHANNEL 2 NEWS FIRST AT 5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/12/16	09/18/16	-T-----					1	\$630.00		0.00			
E 52	WGRZ	09/13/16	09/13/16	Local News @ 5a M-F Local News @ 5a M-F	CM	5-6a	-T-----	:30	1	\$140.00	P03-F	0.00	NM	1	\$140.00
EARLY DAYBREAK															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/12/16	09/18/16	-T-----					1	\$140.00		0.00			
E 53	WGRZ	09/13/16	09/13/16	Local News @ 530p M-F Local News @ 530p M-F	CM	530-6p (5:30 PM-6:00 PM)	-T-----	:30	1	\$630.00	P03-F	0.00	NM	1	\$630.00
CHANNEL 2 NEWS AT 530															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/12/16	09/18/16	-T-----					1	\$630.00		0.00			
E 56	WGRZ	09/13/16	09/13/16	NBC Nightly News NBC Nightly News	CM	630-7p	-T-----	:30	1	\$975.00	P02-F	0.00	NM	1	\$975.00
NBC NIGHTLY NEWS (LIMITED AVAILS)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/12/16	09/18/16	-T-----					1	\$975.00		0.00			
E 58	WGRZ	09/13/16	09/13/16	Today Show Today Show	CM	Today Show	-T-----	:30	2	\$395.00	P03-F	0.00	NM	2	\$790.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/12/16	09/18/16	-T-----					2	\$395.00		0.00			
E 59	WGRZ	09/13/16	09/13/16	Today Show 2 Today Show 2	CM	9-10a (9:00 AM-10:00 AM)	-T-----	:30	1	\$160.00	P04-C	0.00	NM	1	\$160.00
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/12/16	09/18/16	-T-----					1	\$160.00		0.00			
E 60	WGRZ	09/14/16	09/14/16	Today Show 3 Today Show 3	CM	10-11a	--W----	:30	1	\$100.00	P04-C	0.00	NM	1	\$100.00
TODAY SHOW III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/12/16	09/18/16	--W----					1	\$100.00		0.00			
E 61	WGRZ	09/14/16	09/14/16	Local News @ 11a M-F Local News @ 11a M-F	CM	11-1130a	--W----	:30	1	\$130.00	P03-F	0.00	NM	1	\$130.00
CHANNEL 2 NEWS MIDDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/12/16	09/18/16	--W----					1	\$130.00		0.00			
E 66	WGRZ	09/14/16	09/14/16	Local News @ 5p M-F Local News @ 5p M-F	CM	5-530p (5:00 PM-5:30 PM)	--W----	:30	1	\$630.00	P03-F	0.00	NM	1	\$630.00
CHANNEL 2 NEWS FIRST AT 5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/12/16	09/18/16	--W----					1	\$630.00		0.00			
E 67	WGRZ	09/14/16	09/14/16	Local News @ 5a M-F Local News @ 5a M-F	CM	5-6a	--W----	:30	1	\$140.00	P03-F	0.00	NM	1	\$140.00
EARLY DAYBREAK															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/12/16	09/18/16	--W----					1	\$140.00		0.00			
E 68	WGRZ	09/14/16	09/14/16	Local News @ 530p M-F Local News @ 530p M-F	CM	530-6p (5:30 PM-6:00 PM)	--W----	:30	1	\$630.00	P03-F	0.00	NM	1	\$630.00
CHANNEL 2 NEWS AT 530															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/12/16	09/18/16	--W----					1	\$630.00		0.00			
E 69	WGRZ	09/14/16	09/14/16	Local News @ 6p M-F Local News @ 6p M-F	CM	6-630p (6:00 PM-6:30 PM)	--W----	:30	1	\$975.00	P02-F	0.00	NM	1	\$975.00
CHANNEL 2 NEWS AT 6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/12/16	09/18/16	--W----					1	\$975.00		0.00			
E 72	WGRZ	09/14/16	09/14/16		CM	Today Show	--W----	:30	2	\$395.00	P03-F	0.00	NM	2	\$790.00

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Estimate: 4874

WGRZ

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Today Show											
				Today Show											
				TODAY SHOW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/12/16	09/18/16	--W----			2			\$395.00		0.00			
E 73	WGRZ	09/14/16	09/14/16	Today Show 2	CM	9-10a	--W----	:30	1	\$160.00	P04-C	0.00	NM	1	\$160.00
				Today Show 2											
				(9:00 AM-10:00 AM)											
				TODAY SHOW II											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/12/16	09/18/16	--W----			1			\$160.00		0.00			
													Totals	56	\$21,830.00